

# The Oklahoma Publisher

Official Publication of the Oklahoma Press Association

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**DONATE TO ONF** to receive this Will Rogers print. Details at [OkPress.com/will-rogers](http://OkPress.com/will-rogers).



## Subscription drives give back to community

Two Oklahoma newspapers are going above and beyond to help their community, and get newspaper subscribers in the process.

The Owasso Reporter and the Wagoner Tribune are holding subscription drives. Both papers sent out 1,000 newspapers free to non-subscribers for about a month.

The Owasso Reporter is donating half a \$52 yearly subscription to the Owasso Animal Shelter to improve its facilities and better care for animals in the area.

"We're proud of our paper, and we want people who aren't currently subscribed to the paper to see it," said Jamey Honeycutt, publisher of the Reporter. "We wanted to step up and do our part to help the Owasso Animal Shelter."

"I'm excited about this because it'll give the shelter a chance to invest in some of our unwanted pet population," said Animal Control Officer Brandon Hemsoth. "Any donated money we get, we put right back into the community or right back into the animals to help them ... it helps the shelter a tremendous amount."

The donations could help fund rescue efforts, surgical

processes, overall vetting services, in addition to new projects such as an expanded cat room.

Owasso City Manager Warren Lehr said he appreciates the Owasso Reporter selecting the Animal Shelter to receive donations.

"I know our Animal Shelter staff takes great pride in its humane care of stray animals and in making every effort to find homes for as many as possible," Warren said.

The Wagoner Tribune is using its subscription drive to benefit the Wagoner Education Foundation.

For a limited time, new readers and current subscribers can subscribe to the Tribune for \$52 a year, with \$26 going to the foundation.

The subscription includes unlimited access to the paper's website and e-edition, as well as being delivered to the front door every Wednesday morning.

"Having covered education budget issues in the past, we knew we had to help our schools," said Dave Spiva, managing editor at the Tribune.

"We feel it is important to help our schools and our community, and we want to encour-



Owasso Animal Control officer Brandon Hemsoth in front of the Owasso Animal Shelter with two rescue dogs.

Reprinted with permission. Photo by Art Haddaway, Owasso Reporter

age others to do the same," said Spiva.

"We are all about improving our community, and we believe

a good place to start is helping our children, teachers and public schools."

## Spring is a good time to make a disaster plan

It's beginning to look a lot like springtime in Oklahoma – redbuds are blooming, walkers and runners are on the streets and the trees are budding.

But along with the beauty comes the beast – tornado season. Although tornadoes can occur at any time in the state, it's more common from late March through August.

It's important for all newspapers to have a plan in case of a disaster. The OPA provides

a Disaster Checklist for Newspapers, available to download at [www.okpress.com/disaster-checklist-for-newspapers](http://www.okpress.com/disaster-checklist-for-newspapers).

It's critical to have a plan in place before disaster strikes. The thought-provoking brochure takes you through a series of questions including where to go for assistance; what insurance covers; what you need to get started again and more.

Tornadoes aren't the only

weather problem you can experience in Oklahoma. Several newspapers know first-hand the problems an Oklahoma ice storm can cause. Some this spring and summer will likely experience electrical outages from thunderstorms.

Take a look around your newspaper office to see if your equipment is protected from power spikes with good surge protectors. This is also a good time to make sure you have

a recent backup of anything you need to put out your newspaper – templates, subscriber lists, fonts, standing heads and ads, etc.

If disaster strikes, it's good to have a plan in place that will allow you to continue publishing.

Make sure you're prepared to fulfill your obligation to the community, neighbors, family and friends who rely on the newspaper for information.

# PRESS ON

BY ROBBY TRAMMELL

OPA PRESIDENT  
NEWS DIRECTOR,  
THE OKLAHOMAN



## Tornado coverage important to citizens trying to recover

It looked like a scene out of a Hollywood disaster movie, only this was real – too real.

The deadly tornado that struck Morris about 15 minutes before midnight on April 26, 1984, took only 45 seconds to take eight lives and destroy 173 homes and businesses – 85 percent – of the Okmulgee County town of 1,200 residents.

If you work in Oklahoma journalism, odds are you will get too many opportunities to cover violent spring storms.

There is no greater service the news media provides the public than when it covers a disaster – whether man-made or natural. The public is hungry for information as people try to make sense of what has befallen them. Many survivors want to tell their stories.

So it was in Morris as I drove at daybreak – on my first assignment as a new state reporter for The Daily Oklahoman – to cover the story.

There before me was the “Morris” water tower toppled over, lying amid mangled steel beams and partially blocking the street. The city hall and police station also were heavily damaged.

The police chief’s 28-year-old twin sister died, but her two-year-old son survived, found clutched in his dead mother’s arms on an asphalt road amid the debris of a mobile home.

The police chief himself was injured when the police car he was driving was swept up and hurled for about three blocks.

“It started hailin’, the wind started changin’ and our ears started poppin’,” he later told The Oklahoman. “I tried

to call the police station and set off the sirens. ... All they could hear was ‘Tornado!’ Then we went up in the air.” He remembered looking out and seeing rooftops during lightning flashes, and “shingles coming in and slappin’ us in the face.”

“You could hear people hollerin’,” he said. The town “looked like a dump ground.”

Many residents expressed thankfulness for just being alive, but had trouble describing the magnitude of the destruction. Many compared it to a combat war zone.

People gathered in small groups, some weeping and hugging one another. Others frantically looked for missing relatives and friends.

“The little neighbor boy came into our house and said it blew his mommy and daddy away,” one searcher said. “He saw them go.” The parents were later found injured, but alive.

“The wind blew me out from under the bed and I bumped my head, but I’m all right,” a third-grader said. “My cat, Panda, also is alive, but I lost my dogs, Pumpkin and Rascal.”

Another witness said, “A man across the street was killed and his son just went berserk and started driving his pickup truck wild. I think he had his dead father inside the truck and was berserk because he couldn’t get any help.

“I armed myself to protect my family. You didn’t know what was going to happen next.”

After the night of terror, the morning’s weather was calm. But a distant siren, a howling dog, a helicopter fly-

ing overhead and the cry of a child with a bandaged head bespoke the reality of the disaster. The eastern Oklahoma town has since rebuilt “with lots of cellars.”

Later that day I went to the nearest hospital, Okmulgee Memorial, seeking to talk with the injured.

Walking unannounced down a hospital hallway, glancing into rooms, I found a patient who agreed to be interviewed. She had suffered bruises and lacerations.

“It looked like a funnel of fire,” she said of the tornado that devastated her home and injured seven family members.

I had never heard a tornado described that way. People more often describe a big, black funnel that sounds like the roar of a passing train.

I asked what made her think the tornado was on fire.

She said as the twister came across a freshly plowed field near her house, it sucked red dirt up into the air and with the lightning flashes in its top it appeared to be ablaze.

“It was red and looked like fire,” she said. “I was scared when I saw that. The tornado made a blasting sound like thunder, or like a gun being fired, or the backfire of a car.

“I don’t want to ever go through another one. It’s true that your whole life flashes by you.”

Tornado season 2016 has arrived – reporters be careful out there.

## OPA CALENDAR OF EVENTS

FRI., MARCH 25, 2016

### GROWING YOUR DIGITAL AUDIENCE

Cost: \$35, 1:00 p.m.

GateHouse Media’s Penny Riordan and Carlene Cox will share best practices and a system for tracking growth while also discussing strategy. To register, visit [www.onlinemediacampus.com](http://www.onlinemediacampus.com).

FRI., APRIL 8, 2016

### CREATING TRAINING MATERIALS

Cost: \$35, 1:00 p.m.

This webinar will give you an overview of all the training materials included in the program and guide you through implementation of the steps. All participants will receive electronic versions of the materials needed to easily launch the program. To register, visit [www.onlinemediacampus.com](http://www.onlinemediacampus.com).

THURS., APRIL 21, 2016

### OKLAHOMA JOURNALISM HALL OF FAME

New members of the Oklahoma Journalism Hall of Fame will be inducted at a luncheon on April 21. For more information, visit <http://okjournalism.uco.edu/>.

FRI. & SAT., JUNE 10-11, 2016

### OPA ANNUAL CONVENTION

DOWNTOWN OKLAHOMA CITY SHERATON HOTEL

This year’s convention will be held on Friday and Saturday. Education/networking sessions and social events are scheduled Friday afternoon through Saturday leading up to the annual awards banquet Saturday evening where we will celebrate the winners of the Better Newspaper Contest.

FRI., JULY 15, 2016

### ACES EDITING BOOT CAMP

9:00 AM TO 5:00 PM, UNIVERSITY OF OKLAHOMA

Cost: \$100 for members, \$175 nonmembers

The Editing Boot Camp workshop covers a broad range of topics including why editing is important, grammar and punctuation basics, elements of proofreading, and much more! To register, visit [www.copydesk.org/about/join-now](http://www.copydesk.org/about/join-now)

For more information on upcoming events, visit the OPA website at [www.OkPress.com](http://www.OkPress.com) or contact Member Services Director Lisa Sutliff at (405) 499-0026, 1-888-815-2672 or email [LSutliff@okpress.com](mailto:LSutliff@okpress.com).

## Watonga editor wins Citizen of the Year award from chamber

Eric Warsinskey, managing editor for the Watonga Republican, was named Citizen of the Year at Watonga’s Annual Chamber Banquet.

The Watonga Chamber of Commerce has held the awards banquet for the last 75 years to celebrate local businesses and individuals that help contribute to the town’s success.

“I truly have been blown away with the support of this wonderful town and am incredibly grateful to call this place home,” Warsinskey said.

“I love this community, and it’s easy to get involved and lend a hand and make something happen when you care so much about the people who call this place [Watonga] home.”

## Lance Moler promoted to general manager at Edmond



The Edmond Sun has promoted Lance Moler to the position of general manager. Moler previously served as production director at The Sun.

Moler's journalism career began as a photojournalist at the Midwest City Sun and later the Lubbock (Texas) Avalanche-Journal. He also served as publisher of the Midwest City Sun and sports editor of The Edmond Sun.

Steve McPhaul, executive vice president and chief operating officer of Community Newspaper Holdings, Inc., said they are pleased to have Moler continue his management career at The Sun. CNHI is the parent company of The Sun.

"I am thrilled to be in a position to lead the journalistic and commercial aspects of Edmond's local newspaper," Moler said. "This is a wonderful market and I am absolutely committed to excellence in everything we do."

Moler is a native of Choctaw and a graduate of the University of Central Oklahoma. He is married and lives with his family in Edmond.

## OU appoints Ed Kelley as Gaylord dean



Ed Kelley has been appointed as permanent dean of the Gaylord College of Journalism and Mass Communication.

Kelley, a University of Okla-

homa journalism alum and former editor of The Oklahoman, has served as interim dean since August 2015. He was appointed to that position after former dean Joe Foote stepped down.

The OU Board of Regents appointed Kelley as permanent dean at a meeting in Oklahoma City on March 9.

Before his tenure as interim dean, Kelley served as Gaylord College's Director of Experiential Learning.

Kelley was inducted into the Oklahoma Journalism Hall of Fame in 2003. He has served on the board of directors of the National Press Club Journalism Institute and is a consultant to the Ethics and Excellence in Journalism Foundation. He is also a member of the Board of Visitors of the Gaylord College.

## Aeron Traylor joins Owasso Reporter staff

The Owasso Reporter recently welcomed its new mobile marketing consultant, Aeron Traylor, to the staff.

Traylor is a graduate of Owasso High School. She earned her degree in Strategic Communication from Oklahoma State University in December 2015.

Traylor currently lives in Broken Arrow with her two sons.

## Bartlesville Examiner names Matt Tranquill as new publisher



Matt Tranquill has been named as publisher of the Bartlesville Examiner-Enterprise.

Tranquill brings 15 years of newspaper experience to his new position. He served at various papers

across the U.S. including The Parkersburg News in Parkersburg, W. Va., and The Marietta Times in Marietta, Ohio, where he was advertising director. He also served as general manager of the Kanawha Putnam Ad Mailer in Charleston, W. Va.

"I am honored to lead our local news-

paper," Tranquill said. "The staff of the Examiner-Enterprise are among the most dedicated people that I have ever been around in the newspaper industry."

Tranquill plans to keep Bartlesville and northeast Oklahoma updated on local news, politics and sports not only through print, but on social media and the paper's website.

"I am looking forward to working with our present and future business partners to get them the best media in the area," Tranquill said.

Tranquill moved to Bartlesville with his wife Marcie and two children. He graduated from Wheeling Jesuit University in Wheeling, W. Va. with a political, economic and philosophy degree.

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## The Vinita Daily Journal receives business award



The Vinita Daily Journal was awarded the Outstanding Business Award for 2015 by the Vinita Area Chamber of Commerce during the chamber's annual awards banquet. Accepting the award were Journal Vice-President of Marketing Janet Link, General Manager John Link and Associate Editor/Reporter Angela Thomason. The newspaper was recognized for its support of the chamber and local economy.

The Vinita Daily Journal was recently awarded the Outstanding Business Award by the Vinita Area Chamber of Commerce during its recent annual awards and recognition banquet held in Vinita.

The award is presented to an outstanding business in the Vinita area that supports local economy and helps boost tourism.

The following was announced by emcee Bow Bailey, a local businessman and chamber board member at the event:

"In order for a chamber to be successful, a strong relationship with its local media is paramount.

"The Vinita Daily Journal has worked closely with and supported the Vinita Area Chamber of Commerce for decades.

"The two entities rely on each other to make sure a community like Vinita is promoted and information about the chamber's public events are well advertised.

"The Vinita Daily Journal has benefitted the chamber not only by promoting their events on the front page, but also by being actively involved as members and board members.

"John Link, Janet Link, Angela Thomason and others with the Journal have all served on the chamber board at one time or another the past 25 years, making sure they can help the chamber meet its goals of boost-

ing local economy and building community pride.

"They have worked closely with the chamber to help recruit volunteers, participated in big events and worked with them on downtown projects and setting up forums for the public so that chamber members and the public are informed about what's going on with their chamber.

"This past year, Janet Link served as president, balancing her work at the Journal with her dedication to the chamber board.

"The Links have always known that for small businesses to survive and grow in a community like Vinita, it takes businesses that support their chamber.

"The Vinita Daily Journal is a business and knows that promoting a positive message to the community and outside its borders are important to rally local support and improve the public's perception of the chamber."

Vinita Daily Journal General Manager John Link, his wife, VDJ Vice-President of Marketing Janet Link and Associate Editor/Reporter Angela Thomason accepted the award on the newspaper's behalf.

Both John and Janet Link said that they were honored that the chamber board recognized the VDJ as a business and strong community supporter. John Link said, "We were very surprised at being selected and we're very proud of the honor."

## Second Street Awards names Tulsa World as ballots finalist

The Tulsa World was a finalist in the 7th annual Second Street Awards, which were announced during a webinar on Feb. 17, 2016.

This presentation honors media companies across North America and the European Union in 26 categories for their outstanding contests, ballots, quizzes and e-commerce programs.

The Tulsa World was featured in the Best Niche Ballot category.

"The volume and success of promotions has exploded since we've started

our Awards event," said Matt Coen, president and co-founder of Second Street. "This year's crop of finalists and winners represent millions of dollars in revenue for media companies and actionable, marketable results for their advertisers."

Second Street is a leading provider of private-label online promotions and success services for media companies. Its platforms include contesting, quizzes, ballots, ecommerce and email and text messaging communications.

## Oklahoman INMA award finalist

Finalists in the INMA Global Media Awards competition have been announced.

The Oklahoman is a semifinalist in the Best Brand Awareness Campaign and the Best Execution of Print Advertising, both for regional/local brands.

Some 117 finalists in 20 categories and two groups for global/national brands and regional/local brands were revealed for the competition produced by the International News Media Association.

The 40 first-place winners, regional winners and the international "Best in Show" will be revealed at the Global

Media Awards Dinner on May 24 in London.

The INMA Global Media Awards Competition received 699 entries from 264 media companies in 40 countries.

The International News Media Association (INMA) is a global community of market-leading news media companies reinventing how they engage audiences and grow revenue in a multi-media environment. The INMA community consists of more than 7,400 executives at 600+ news media companies in 80+ countries. Headquartered in Dallas, INMA has offices in Antwerp, New Delhi, San Salvador and São Paulo.

## Seminole State College newspaper ceases print product, goes digital

Seminole State College's campus newspaper is going digital.

The final printed issue of The Collegian was distributed in March. The publication will now be distributed to SSC students and employees by email.

Off-campus readers who want to receive the publication can send their

email address to Kristin Dunn, k.dunn@sscok.edu.

A link to the publication is available at [www.sscok.edu](http://www.sscok.edu) under Announcements. Archive copies of The Collegian are available at [www.sscok.edu/PublicRel/Collegian/CollegianPg.html](http://www.sscok.edu/PublicRel/Collegian/CollegianPg.html).

## Hruby pleads guilty to murders

Alan Joseph Hruby pleaded guilty to three counts of first-degree murder on March 10 for shooting his parents, John and Joy 'Tinker' Hruby, and younger sister Katherine Hruby in October 2014.

He was sentenced to life in prison without the possibility of parole.

Hruby, 20, changed his plea from not guilty to guilty as part of a plea deal with Stephens County District Attorney Jason Hicks. Hicks agreed to the plea deal after relatives of the Hrubys asked him to so they could have closure.

The jury trial had been scheduled to begin April 18.

Under the plea agreement, Hruby was sentenced to three consecutive life terms in prison without the possibility of parole. In turn, he agreed not to appeal, not to contact his relatives, not to profit from his crimes through book or movie deals and not to communicate with the media.

John and Tinker Hruby were owners and publishers of The Marlow Review.

Prosecutors alleged Alan Hruby murdered his parents and sister on Oct. 9, 2014, in their Duncan home for his inheritance. Hruby confessed to police on Oct. 14.

## Senators called on to support FOIA reforms

A coalition of media groups recently urged every U.S. Senator to support legislation that establishes a presumption of openness in law, encourages agencies to use public-friendly technology, and makes other changes to the way agencies respond to requests for information from the public.

The Sunshine in Government Initiative (SGI) sent a letter to every senator encouraging support for legislation that would improve the way federal agencies respond to Freedom of Information Act (FOIA) requests.

"These changes would help ensure the government discloses information the way Congress intended a half century ago when Congress enacted the original Freedom of Information Act," said Rick Blum, director of the Sunshine in Government Initiative. The coalition is composed of newspaper, media and journalist groups.

Citing the approaching 50th anniversary of the enactment of the federal FOIA on July 4, 1966, the coalition wrote, "now is the time for Congress to enact improvements to FOIA that will enhance government transparency and accountability."

Despite long wait times, high fees to deter requests, and procedural hurdles, journalists have relied on FOIA for stories that show, for example, the slow government response to the water crisis in Flint, historically low prosecution rates for white collar crime, and whether the government found any parmesan cheese in food sold as parmesan cheese. (It didn't.) FOIA was also critical to uncovering the long wait times and delays that veterans face obtaining benefits.

The bipartisan group of Senators com-

pleting work on the measure (S. 337) carries considerable clout in the Senate. The bill's sponsors include Chuck Grassley (R-Ia.) and Patrick Leahy (D-Vt.), the Chairman and ranking Democrat of the Senate Judiciary Committee, respectively, and John Cornyn (R-Tex.), another Judiciary Committee member who is part of the Senate Republican leadership.

S. 337 would write into law the presumption of openness, give the federal FOIA ombudsman the independence that Congress intended when it established the Office of Government Information Services in 2007 to mediate disputes and recommend ways agencies can improve FOIA operations, and modernize FOIA technology at agencies. The measure also ends the ability of agencies to withhold historical records not otherwise exempt from disclosure that are created 25 years or more prior to a FOIA request solely because disclosure would reveal internal deliberations.

The Senate unanimously approved similar legislation at the end of 2014 but the bill's sponsors could not overcome last-minute fears voiced about the potential impact on agencies that oversee the financial industry to push the legislation over the finish line.

The House of Representatives already passed a very similar bill in January. If the bill passes in the Senate, House and Senate negotiators would have to work out differences before sending the legislation to the President for his signature.

### FOIA REFORMS

Status: H.R. 653 passed the House of Representatives.

S. 337 to be scheduled for a vote

(passed the Senate Judiciary Committee)

The FOIA reform bills take a number of steps to fix persistent problems that FOIA requesters face by improving the federal government's handling of FOIA requests. H.R. 653 and S. 337:

- Strengthen the Office of Government Information Services (OGIS) by clarifying the Office must speak with an independent voice. Currently OGIS must seek input from other agencies and the Office of Management and Budget before making its recommendations for improving FOIA available to the public. This limits what OGIS can say.
- Ensure future administrations start from a presumption of openness. That means agencies may withhold information only if they reasonably foresee that disclosure would cause specific, identifiable harm from one of the nine types of interests already protected by FOIA (such as personal privacy, national security and trade secrets). Agencies have used this same standard since 2009.
- Push agencies to modernize technology in responding to FOIA requests by creating a single FOIA portal to accept FOIA requests for any agency.
- Require agencies to submit annual FOIA processing statistics a month earlier each year so they are available for Sunshine Week.
- Limit the ability of agencies to keep internal deliberations confidential to a period of 25 years. Agencies would lose the ability to cite Exemption 5 (protecting internal deliberations) in denying requests if the information is more than 25 years old.

# Donate to ONF



A donation to the Oklahoma Newspaper Foundation will support its efforts to improve the state's newspaper industry and quality of journalism. ONF's programs include training and education for professional journalists, scholarship and internship programs for journalism students, and Newspaper in Education efforts.

ONF relies on donations and memorial contributions to fund these programs.

If you would like to make a donation, please send a check to:

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## DEATHS

**GRANVILLE CLARK LAWRENCE JR.**, former publisher for the Woodward Daily Press, died Feb. 25, 2016. He was 88.

Lawrence was born March 18, 1927, in Woodward. He attended the Oklahoma Military Academy in Claremore, Okla., from 1942-1946, graduating high school in 1945 and then continuing another year to complete four years of ROTC.

He then attended the University of Missouri in Columbia for two years before transferring to the University of Oklahoma where he met his wife, LuAnne Lancaster. LuAnne and Clark married in 1948 and both completed their education at OU. Clark received his degree in journalism. While at OU, he was a member of the Student Union Board and worked at the student newspaper, the Oklahoma Daily.

In 1949, Clark and his wife, LuAnne, moved back to Woodward. Lawrence began working for the Woodward Daily Press. He would eventually be named editor of the paper before becoming publisher in 1975. Lawrence retired from the Daily Press in 1986.

He is survived by his wife, LuAnne; sons Clark, Mark and Christopher; a sister, Alice Klick; five grandchildren and 12 great-grandchildren.

## IN MEMORY OF OUR FRIENDS & COLLEAGUES

Bonnie Lou Michael Blackstock  
Feb. 9, 2015

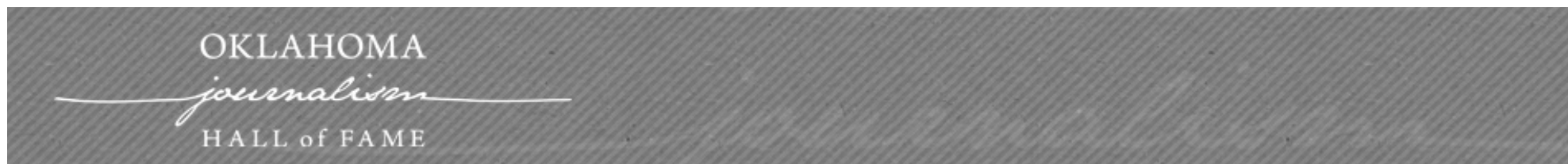
Dorothy Ann Stahmer  
Feb. 22, 2015

Don Frensley  
March 1, 2015

John Shurr  
March 1, 2015

Phyllis Ruth Reid  
March 20, 2015

David Reeder  
March 31, 2015



# Oklahoma Journalism Hall of Fame



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ABERCROMBIE**



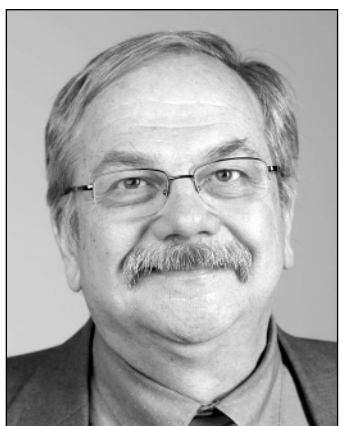
**BOB  
BARRY, JR.**



**VIRGINIA  
BRADSHAW**



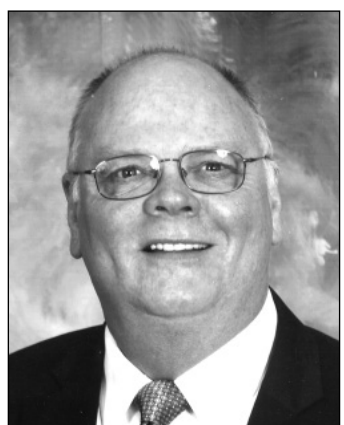
**NOLAN  
CLAY**



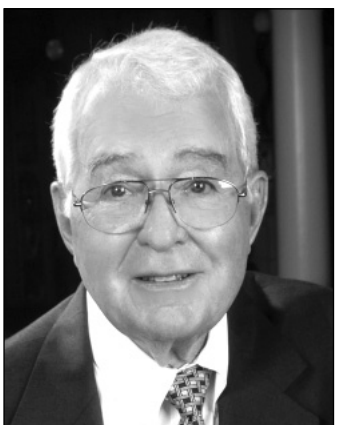
**RANDY  
ELLIS**



**JANET  
PEARSON**



**BILL  
PERRY**



**KENNETH O.  
REID**



**RITA L.  
SHERROW**

Nine outstanding Oklahoma journalists will be inducted into the Oklahoma Journalism Hall of Fame during its 46th anniversary celebration April 28 on the University of Central Oklahoma campus in Edmond.

Honorees are Louise Abercrombie of the Ponca City News; the late Bob Barry Jr., of KFOR-TV; Virginia Bradshaw of the Countywide & Sun in Tecumseh; Nolan Clay of The Oklahoman; Randy Ellis of The Oklahoman; Janet Pearson, retired from the Tulsa World; Bill Perry of OETA; Kenneth O. Reid of Weatherford; and Rita Sherrow of the Tulsa World.

The luncheon program will begin at 11:45 a.m. on the third floor of the Nigh University Center. Master of ceremonies will be Mark Thomas, executive vice-president of the Oklahoma Press Association.

Dr. Don Betz, UCO president, will welcome the more than 250 journalists, friends and families who are expected for the Hall of Fame, said Dr. Terry M. Clark, director of the Journalism Hall of Fame.

"The event has become sort of homecoming celebration for members of the Hall of Fame to come together and recognize each year's honorees," Clark said.

Invitations will soon be in the mail to Hall of Fame members. Luncheon reservations at \$15 each may be made by contacting Clark at [tclark@uco.edu](mailto:tclark@uco.edu), or calling 405-974-5122, by Thursday, April 21.

Honorees are selected by a committee composed of members of the working press and the Hall of Fame. The committee sifts through all nominations, both new ones and those held over from previous years before selecting the honorees. Nomination forms are available at any time from the

sponsoring UCO Department of Mass Communication. Framed citations are in the Oklahoma Journalism Hall of Fame display in the Nigh University Center at the University of Central Oklahoma.

The Hall of Fame was founded in 1971 by former Central State Journalism Chairman Dr. Ray Tassin. This year's inductees make 419 total members. The Hall is supported with funding from UCO and the UCO Department of Mass Communication is host.

This year's honorees:

**LOUISE ABERCROMBIE (1935- )**, business editor of the Ponca City News, working there since 1968. She's known for her research and accuracy as lead reporter covering all facets of community news. She's interviewed one-on-one six Oklahoma governors and covered five presidents, several international leaders and many members of Congress. Her reporting included the acquisition of the Marland Mansion and the creation of Kaw Dam. Her 15-year column, "Lookin' With Lou," appears every Sunday, and her series "Women of the 80s" followed 110 women. She photographs all her stories. Involved in numerous community causes, she was the first woman named Outstanding Citizen of Ponca City. Honors include the Oklahoma SBA Journalist of the Year, and the OPA Beachy Musselman Award. It's said no story is verified unless Louise reports it.

**BOB BARRY JR. (1956-2015)** was Oklahoma's KFOR-TV's Sports Director and weeknight sports anchor at the time of his death. He joined the station as a weekend sports anchor in 1982 after working at KAUZ-TV in Wichita Falls. He began his career in Oklahoma City in 1980 as Sports Director for KAUT-TV, then to KTVT-TV where his father was Sports Director. Beginning in 1993, he hosted a talk radio show "Sports Morning" on Oklahoma City's WWLS-AM/FM "The Sports Animal." He hosted



# to induct nine outstanding journalists

several coaches' shows for OU and OSU since his radio career started as a Norman High School sophomore in 1973. He earned a BA at OU in Radio/TV/Film-Journalism. He created the Channel 4 basketball team, "The Foul Shots" in 1982, which has raised more than \$1 million for charities. As head coach and general manager, he holds the team's record for most 3-point shots attempted and missed. Many awards include Oklahoma Sportscaster of the Year six times by the National Sportscasters and Sportswriters Association. His wife Gina and four adult children survive him.

**VIRGINIA BRADSHAW (1929- )**, award-winning reporter for the Countywide & Sun since 2012, was a Chandler High School senior when a feature she wrote won her a Chandler News-Publicist job. Between freshman and sophomore years at OU, she worked brief periods at the Woodward Daily Press, Alva Review-Courier and Anadarko Daily News. She was the Oklahoma Daily society editor, hosted a women's program on OU's KUVY and after earning a BA in journalism, became St. Gregory's College public information director/journalism teacher. She worked at The Norman Transcript; and 26 years as a Shawnee News-Star public affairs/general news reporter; and at The Oklahoman covering Pottawatomie County. She met her late husband of 55 years, Jim Bradshaw (Hall of Fame, 1995), at the Shawnee News-Star when she asked him if he knew of any summer jobs. He didn't, but asked her for a date. The author of two books, she is a member of the Oklahoma Press Association's Quarter and Half Century clubs.

**NOLAN CLAY (1959- )** joined The Oklahoman in 1985, distinguishing himself as an investigative reporter with more than 100 state, regional and national awards for excellence. His work on the Oklahoma City bombing involved covering both trials in Denver in 1997, McVeigh's execution in 2001 and co-conspirator Nichols' state trial in 2004. He's a consultant for the Oklahoma City National Memorial & Museum. Other stories have exposed corruption by state officials and a governor's campaign. In 2015, he broke the story on the state Corrections Department using the wrong drug in an execution. He worked at the Sulphur Times-Democrat in the summers of 1981 and 1982 and the Tulsa Tribune in 1984. He graduated from the University of Oklahoma in 1982 with a bachelor's and from the University of Missouri in 1983 with a master's degree, both in journalism.

**RANDY ELLIS (1955- )**, a tenacious investigative reporter, joined The Oklahoman in 1982 and spent more than three decades exposing public corruption and government waste throughout Oklahoma. Known for his analytical mind, Ellis worked individually and as part of investigative teams to expose corruption in higher education, gubernatorial campaign financing, county government, school bond financing, the Oklahoma Legislature and other state and local government offices. He also helped cover some of the most tragic events in Oklahoma history, including the 1995 bombing of the Alfred P. Murrah Federal Building and several deadly tornadoes. His efforts earned him more than 110 state, regional and national awards for journalistic excellence. Ellis worked as a state desk reporter for the Arkansas Gazette in Little Rock from 1979-82 and as a reporter for the Southwest Times Record in Fort Smith, Ark., from 1977-1979. A native of Kansas, he earned a journalism degree from Kansas State in 1977.

**JANET PEARSON (1954- )** joined the Tulsa World in 1974, a year before graduating from the University of Tulsa. In a 20-year reporting career she covered a multitude of beats including energy, poverty, transportation, medicine and social services. She became synonymous with the words "Tulsa City Hall." She joined the Editorial Board in 1994 and was named Associate Editor in 2007. She championed health and social issues, and was an expert on economic development issues. She played a major role leading the World's fight against cock-fighting, earning the Genesis Award from the national Humane Society. She won numerous other state and national honors including from AP/One for coverage of the Tar Creek disaster. She retired in 2013. Since retiring from the Tulsa World, Pearson has been writing and recording occasional commentaries for KWGS, the NPR affiliate in Tulsa.

**BILL PERRY (1950- )**, Vice President of Content Production at OETA, had been a director, photographer, reporter and anchor at KTEN-TV in Ada by the time he graduated from East Central University in 1972. At KOCO-TV in the early 1970's, he anchored weekends and was a reporter. He has worked for KDFW-TV in Dallas; WAVE-TV in Louisville, Kentucky; WBBH-TV in Ft. Myers, Florida; and at WATE-TV in Knoxville, Tennessee. Returning to Oklahoma in 1986, he worked at KTEN and KAUT in Oklahoma City in advertising sales. He joined OETA in 1990 as news department Field Bureau Manager. Developing numerous documentaries with Emmy nominations and other awards, his work has earned eight regional Emmy Awards and two Western Heritage Wrangler Awards. As regional vice president of the Heartland Chapter Emmy Awards, he is responsible for bringing the annual Emmy Awards Gala to Oklahoma City. He has been inducted into the "Silver Circle" of the Heartland Emmy Chapter.

**KENNETH O. REID (1926- )** was active in the ownership of 10 Oklahoma newspapers before retiring in 1991. After graduating from OU in journalism in 1950, he was ad manager at the Claremore Progress for Ed Livermore Sr., Wheeler Mayo and Ed Burchfiel. In 1953 they bought the Pauls Valley Daily Democrat and he and Burchfiel soon bought the Wewoka Daily Times and Frederick Daily Leader. In 1962, the Pauls Valley Daily Democrat became Oklahoma's first offset daily paper. In 1972 he bought the Weatherford Daily News, converting it to offset. He eventually bought the Vinita Daily Journal, the Nowata Star, the Perry Daily Journal, the Kingfisher Times and Free-Press and the Sand Springs Leader and Times. Reared in the first above-ground house in old Greer County, he attended Altus schools and served in the infantry in WWII. He served as district Rotary governor and president of the Oklahoma Press Association.

**RITA L. SHERROW (1950- )** has served as the Tulsa World's TV World Editor and Television Editor for 37 years, covering local and national TV news and programming. She writes a TV column for Weekend magazine and her "TVtype" blog is one of the paper's most popular. She is a walking, talking history of Tulsa television – even the stations turn to her for answers. She is also a feature writer for the Scene section. A graduate of Broken Arrow High School, she joined the World in 1971 as an intern before earning a BA in journalism/advertising from the University of Tulsa in 1972. She served as bridal editor and senior feature writer for the Family section. Since 1975, she's been a full-time volunteer at the Tulsa State Fair as Assistant Horse Superintendent and volunteers with SPCA as a dog socializer and rescues dogs near her horse ranch south of Tulsa.

**THE OGE<sup>®</sup> PHOTO CONTEST**



CALL 911 —Fort Gibson's 138-pound wrestler, Daniel Sides, gives a plea for help right before Claremore's Creedon Hassell gets the pin with 10 seconds left in the second period of the 42-33 home dual wrestling win.

Photo by RICK HEATON, Claremore Daily Progress, January 7, 2016

JANUARY 2016  
DAILY WINNER:

**RICK HEATON**  
*Claremore Daily Progress*

JANUARY 2016  
WEEKLY WINNER:

**TODD BROOKS**  
*The Marlow Review*



TOTAL LOSS: Marlow firefighter Carson Atkinson carries a hose to a shed fire on the 400 block of South 2nd Street in Marlow. The shed was already fully engulfed before the department arrived in minutes after receiving the call. There was no official cause of the fire when The Marlow Review went to press.

Photo by TODD BROOKS, The Marlow Review, January 7, 2016

*The January 2016 contest was judged by a member of the Oklahoma Journalism Hall of Fame.*

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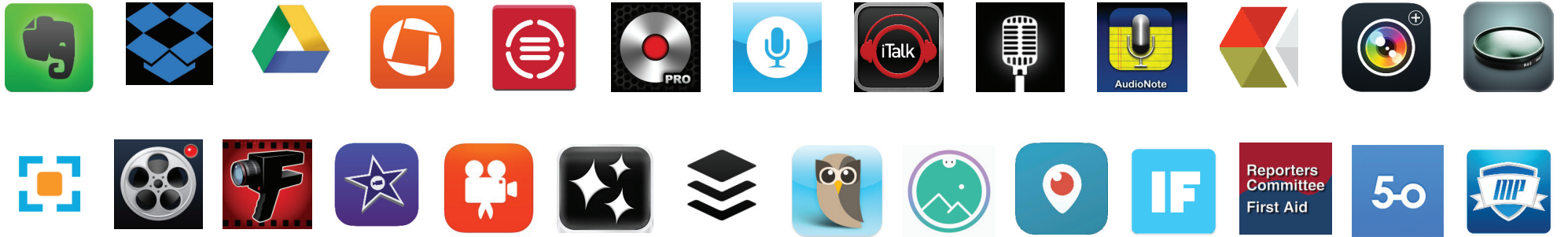
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MONEY-SAVING OFF PEAK												PEAK TIME, WATCH YOUR USE												PEAK OVER. START SAVING ...											

# Mobile reporting: Apps for Journalists 2016



by VAL HOEPPNER

Val Hoepner Media and Consulting, LLC

Your phone is a powerful reporting tool, much more than calls, emails and text messages. Your smartphone is a computer, camera, recorder and publishing tool that is always in your pocket. My Apps for Journalists list contains only apps that are practical and useful for journalists.

## NOTES, DOCUMENTS & FILE TRANSFERS

**EVERNOTE** – A note-taking app that syncs text, photos and audio to Internet connected devices. Journalists can use it to take notes, dictate short stories (and photo captions) with audio option, write stories, captions and submit for editing. Evernote is more than an app, available as a Mac OS download, via Google Chrome, Windows and other browsers. FREE — available on iPhone, Android and other mobile platforms.

**DROPBOX** – Dropbox is a transfer station for sending and storing files. Dropbox also allows you to view files on the go, download files for offline viewing, sync photos and videos and share links to your files in your personal Dropbox. Dropbox is connected to many multimedia apps and is a simple solution for transferring and archiving mobile media. FREE — available on iPhone, Android and other mobile platforms.

**GOOGLE DRIVE** – Create and edit documents and spreadsheets. Store and share photos, videos and audio files. Connected to many multimedia apps on iPhone. FREE 15 GB of space, available on iPhone and Android.

**GENIUS SCAN** – A PDF app that allows you to scan a document, create a PDF and email it as a JPEG or PDF. The Genius Scan+ version costs \$2.99 and allows you to send scans to Dropbox, Evernote and Google Docs. FREE — available on iPhone and Android.

**ABBY TEXT GRABBER** – Capture printed text from documents, magazines, books, etc. Text can be copied, pasted and edited. Text Grabber recognizes 60 different languages. A similar software is used by law firms to copy documents. \$7.99 — available on iPhone and Android.

## AUDIO & CALL RECORDING

**TAPE A CALL** – Record incoming and outgoing cellular phone calls. No time limit on recordings,

upload to Dropbox, Evernote or Google Drive. \$5.99 Available on iPhone and Android.

**SKYRECORDER** – Record Skype and VOIP calls, record audio. Unlimited recording time. \$1.99 on iPhone and iPad.

**ITALK** – iTalk Recorder is an audio recorder with high quality files. Press the big red button to record; press it again to stop. Files can also be saved to Dropbox with the Pro version. FREE for the basic edition, \$1.99 for iTalk Pro, which features Dropbox uploading. Android has Voice Memo which is free.

**IAUDITION** – iAudition was designed for voiceover artists, but also a great solution for journalists in need of an audio recording app. Record high quality audio, make quick edits using familiar functions and send them via email or FTP site. The audio file arrives as an MP3 file and can be instantly played on virtually any computer, mobile device or tablet. \$4.99 for the iPhone.

**AUDIONOTE** – Record audio while typing notes. Syncs audio to text notes. Great tool for recording meetings, conferences, speeches while taking notes. Available on iOS and Android.

## PHOTOGRAPHY, PHOTO EDITING

**VSCO Camera** – Simple camera app that allows you to lock focus and exposure points. The app includes some basic photo editing tools. FREE — available on iOS and Android.

**Camera+** – A camera app that allows you to shoot in automatic mode or manual mode. Use manual exposure, focus and white balance to get the best image. Basic photo editing tools. \$3.99 — available on iOS.

**FILTERSTORM** – A photo-editing app for the iPhone and iPad. Filterstorm contains editing tools similar to Adobe Photoshop on your computer. You can edit using layers, curves for adjusting tone, color correction, sharpness, noise reduction and a history brush. Filterstorm has two important features for journalists: 1 – the ability to add IPTC or caption information to images and 2 – the ability to send images directly from the app to an FTP server, email, Dropbox and more. \$3.99 — available on iPhone and iPad.

**TERIPIX** – Developed by photojournalists this app allows journalists to quickly add images to their digital platforms and archives. “Take pictures in the field, upload via smartphone, post to the media organization’s web site – all within minutes” according to their website. The

other useful feature is that ability to add caption information to the image before uploading.

## VIDEO & VIDEO EDITING

**MOVIE PRO** – A filmmaking app with full auto and manual controls for focus, exposure and white balance. What sets this app apart from others is the ability to listen to the sound you are recording with your video. Using a TRRS adapter you can record sound and listen live. Movie Pro also features a single-track video editor so you can create simple videos and quickly publish them. \$4.99 for iOS.

**FILMIC PRO** – Shoot video with manual controls like focus, exposure, white balance. Shoot various frame rates and monitor your audio levels through headphones. This is the app being used by filmmakers to create feature length films. \$7.99 for iOS.

**IMOVIE** – The updated version of iMovie for iOS is one of the few video editing apps that has two tracks of video and two tracks of audio. Trim clips, bring them to the timeline, split clips, detach audio and much more. iMovie is my go-to video editing app on my iPad and iPhone. Free on new iOS devices, \$4.99 to purchase.

**VIDEOSHOP** – Simple video editing app that allows you to trim, add text and other effects. Best part of this app is that you can create social videos timed specifically to Vine, Snapchat and Instagram. The timeline tool guides your editing for each social video platform. You can also upload video directly to Snapchat which means you can add more polished video stories in both horizontal and vertical formats. \$1.99 for iPhone, iPad and Android.

**VIDEOLICIOUS** – Quickly add your voice to still or video images, Videolicious will automatically add transitions. Journalists can make quick and easy videos with voice over. Free personal account, business account is \$60 per year – only available on the iOS.

## SOCIAL MEDIA TOOLS

**BUFFER** – Share to your Twitter, Facebook, LinkedIn and Google + from one place and at optimal times. Add up to five tweets/posts to your “buffer” for automatic posting at the best times throughout the day. You can also schedule the buffered posts. Use the app, web version or post from Feedly, Nuzzle and other RSS feed apps. Free — available on iPhone.

**HOOTSUITE** – Allows you to manage multiple social accounts from one app. Manage multiple

Twitter accounts, Facebook, Foursquare and LinkedIn. This app automatically shortens links and allows you to schedule tweets. Free — available on all platforms.

**UPLOAD AND ROLL** – Send photos, graphics and videos to your Snapchat from your iPhone’s Camera Roll. There are plenty of Snapchat uploaders on the app store, this is the one that works consistently. \$1.99 for iOS.

**PERISCOPE** – Stream live video from your phone to your followers with this free app. Streams are pushed in real-time via push notifications. People watch it live, videos can replay for 24 hours and then they are gone.

**IFTT** – If This Then That allows you to use and/or create “recipes” that tell your apps what to do. One example is a recipe I use that takes my Instagram images and makes them native Twitter images then tweets them automatically. IF recipes run in the background once they are set up. DO recipes create a custom button with a function. FREE – available on the iOS and Android.

## EXTRAS

**REPORTERS COMMITTEE FIRST AID APP** – This app created by the non-profit Reporters Committee is designed to give on-the-spot resources to reporters who may have legal questions or encounter roadblocks while on assignment – See more at: <http://www.rcfp.org/app#sthash.fkWozlYZ.dpuf>. Free on Android, iOS and Kindle.

**5-0 POLICE SCANNER** – Allows users to listen live to local, national and international police, fire and ambulance radio traffic. This app runs in the background on your mobile device so you can listen while writing a story or capturing photographs. FREE — available on iPhone. Android offers a variety of scanner apps, my favorite is Scanner Radio.

**MOBILE PATROL** – Information from local law enforcement including arrests, sex offenders, emergency information.

Val Hoepner is a digital journalist, trainer and media strategist. As CEO of Val Hoepner Media and Consulting, LLC, Hoepner trains journalists in mobile, social, video and multi-platform storytelling. She works with media leadership in audience engagement, change management and developing digital and mobile workflow. Reach Val Hoepner by phone at 615-426-7160, email [vhoepner@mac.com](mailto:vhoepner@mac.com), or visit her website at [valhoepner.com](http://valhoepner.com).



# Clark's Critique Continued from Page 10

bias found everywhere"; *Vinita Daily Journal*, Angela Thomason, "Craig county voters feel the Bern"; *Woods County Enterprise*, Sean Hubbard, "That Smells

Like Quail Research"; *The Perkins Journal*, Van Mitchell, "Shelter dogs getting a new leash on life."

## Alva Review-Courier

Friday, February 26, 2016 • \$1.00

Alva fights fires at Rhodes Salvage and near Avarad Pages 2 & 9

Two fire trucks lost in Doby Springs fire Page 3

Ladybugs have no trouble taking down Oklahoma Centennial Page 12

The February 17, 2016 Doby Springs fire (Near Buffalo, OK) that extended 41 miles and included 17, 280 acres. Photo by Denise Clecker of Meade, Kansas.

## The Hobart Democrat-Chief

Thursday, March 3, 2016

One Nation Under God

Teacher of the Year

Hobart businesses up for Main Street awards

40th Rotary Auction this Saturday

Primary results

2016 Drivers Ed Sign Up at HIS

We Are Running...

## The Newcastle Pacer

Thursday, March 3, 2016

### FFA AND 4-H LIVESTOCK SHOW & BONUS AUCTION

Newcastle Schools' payroll

Senior Spotlight: Cooking up a legacy

Highway 152 bridge construction East of Sayre is quickly coming to an end

Citizen of the Year nominations sought

## The Record-Democrat

Wednesday, February 3, 2016

### Sayre Memorial Hospital Closes

Sayre Chamber of Commerce announces 'Sayre Chamber Leaders of Tomorrow'

Highway 152 bridge construction East of Sayre is quickly coming to an end

Citizen of the Year nominations sought

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## NNA greets good news-bad news with postage rollback and storm clouds ahead for service

WASHINGTON – Community newspapers face the classic good news-bad news scenario in an announcement that postage prices will decline April 10.

The good news is that the First Class Mail stamp price will fall to 47 cents and mailing classes used by newspapers will decline 3 percent to 5 percent.

The bad news is that the financial relief is temporary, and the consequences could be severe to the already-worrisome service levels.

National Newspaper Association President Chip Hutcheson, publisher of The Times-Leader in Princeton, Ken., testified to a Senate committee in January that NNA supported the freeze in rates contemplated by Sen. Thomas Carper's iPOST bill, S. 2051, rather than the temporary rollback.

Hutcheson said a survey of NNA members indicated that more than two-thirds were concerned about harm to their businesses in declining service standards.

Though postage is costly, members felt that if stable rates avoided further deterioration in service, they were willing to pay the price.

The April 10 rollback is a consequence of a long-fought battle between the mailing industries and the U.S. Postal Service that began in 2011.



The Postal Service asked for an increase more than three times current cost-of-living inflation to help it stem financial losses that it claimed resulted from the Great Recession.

Mailing organizations, including NNA, argued that the losses were not solely from the recession but were from Internet disruption that the Postal Service should have foreseen and addressed.

The Court of Appeals for the District of Columbia ruled that the Postal Service was allowed a price increase, but could collect the extra funds only until its coffers were replenished from the recession hits.

The Postal Regulatory Commission ordered USPS to identify the day when the recession reparations were complete and then to lower postage prices. That day has now been identified. So on April 10, postage rates will go down.

“We can’t be unhappy at a rate rollback, particularly when we objected to the increase in the first place,” Hutcheson said, “but the higher rates happened and we have adjusted. Now we think a rollback is going to lead to worse pain in the future.”

“We think the Postal Service now goes back to bleeding red ink. We had urged Congress to act quickly to prevent this pain point. I have to say, to my great regret, that Congress has failed the mailing world by not letting USPS truly reform its costs rather than just slashing service.”

“The problem we have now,” said Max Heath, NNA Postal Committee chair, “is that newspapers have already seen a loss of more than a day in handling at mail processing plants.”

“In the national networks, the service reduction was supposed to be from one to two days to two to three days within the SCF and at least a day longer for each zone.”

“But the reality is that the service can take a week or 10 days. Now the Postal Service is going to be pushed by the very Congress that cannot enact postal reform to start cutting costs again,” said Heath.

“More mail processing plants will be on the cutting list. Newspaper mail will get slower and our readers are the ones taking the losses.”

## FOI Oklahoma awards dinner set for April 2

FOI Oklahoma Inc. is hosting its first fund raiser dinner and presentation of awards on April 2 at the District House in Oklahoma City.

“A Night of Sunshine: FOI Oklahoma’s Annual Sunshine Awards” will feature Frank LoMonte, executive director of the Student Press Law Center, and Robert Henry, president of Oklahoma City University, former Oklahoma attorney general, and former judge of the U.S. Court of Appeals for the Tenth Circuit.

Both will speak on the ongoing importance of government maintaining open meeting and open records on the national and state level.

Awards to be presented at the dinner are the Marian Opala First Amendment Award, Ben Blackstock Award, Sunshine Award and Black Hole Award.

FOI Oklahoma, which actively supports organizations and individuals working to open records and provide access to meetings, is celebrating 26 years for education for openness in government and First Amendment rights.

Tickets are \$50 per person to attend the dinner and support FOI Oklahoma. To purchase tickets, go to [www.foioklahoma.org](http://www.foioklahoma.org) or call Kay Bickham at (405) 341-3169. Reservations should be made by March 28.

### — SPONSOR TESTIMONIAL —

“The Discover America’s Story program is something we felt very strongly about and we wanted to be a part of — sponsoring the online archives so everyone can have an opportunity to read every issue of The Mooreland Leader since 1903. This is a great program.”

Dirk Dewald, President  
Central National Bank  
of Enid (Oklahoma)

Make money off your archive with advertising and promotion campaigns that give your area businesses an irresistible way to showcase their commitment to your community — sponsoring the digitization of your bound volume archive.

Discover America’s Story was proven 100% successful with *The Mooreland Leader* in Oklahoma which completed digitization in record time, thanks to the large number of local sponsors who paid to preserve their town’s history.



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## Guthrie residents want printing museum for the community

Some Guthrie residents want the Oklahoma Historical Society to turn the historic State Capital Publishing Museum back to the community.

The building, which has been a museum for decades, was given to OHS 41 years ago.

Bob Blackburn, executive director of OHS, said the state constitution prohibits deeding the building to someone for nothing. Blackburn also said state law providing for redevelopment requires any buyer to pay at least 90 percent of appraised value.

“I wish there had been a reversionary clause” in the deed, Blackburn said, since the building now needs between \$2 million and \$4 million repairs.

Last year, the state Office of Management and Enterprise Services took bids for redevelopment on behalf of the historical society. Although the Logan County Historical Society was a bidder,

it failed to respond to any of the details of the state agency’s request for proposals.

The Office of Management and Enterprise Services said last month that it is negotiating with St. Louise-based Bywater Development Group and WRGM Ventures in Nichols Hills to convert part of the building into 34 affordable senior apartments. Part of the first floor would be a “micro-museum” for preserved pieces of historic printing and typesetting equipment and the façade would be preserved with a state easement.

However, a Guthrie city ordinance passed earlier this year places limits on multifamily housing in the central business district.

Lloyd Lentz, a real estate appraiser and member of the Logan County Historical Society, said opponents of the pending plan hope to get help from their representatives in the state Legislature.

# OPA board approves membership applications

The Oklahoma Press Association board of directors met at the Oklahoma State Capitol in Oklahoma City on Feb. 11.

Officers attending were President Robby Trammell, The Oklahoman; Vice President Dayva Spitzer, Sayre Record & Beckham County Democrat, and Treasurer Rod Serfoss, Clinton Daily News.

Directors attending were Past President Jeff Funk, Enid News & Eagle; Brian Blansett, Tri-County Herald; Ted Streuli, The Journal Record; Ray Dyer, El Reno Tribune; Mike Strain, Tulsa World; John Denny Montgomery, The Purcell Register, and Mark Millsap, The Norman Transcript.

OPA staff attending were Mark Thomas, executive vice president/secretary, and Lisa Sutliff, member services director.

Board members considered four applications for OPA membership. The Minco-Union City Times applied for a business membership. The weekly publication meets the requirements of a legal newspaper in Oklahoma as of January 2016, Thomas said. Publisher of the Minco-Union City Times is Steve Kizziar, who is also co-publisher of OPA business member newspapers Mustang Times, Choctaw Times, Tuttle Times and Midwest City Beacon. The board unanimously approved the business membership of the Times effective March 9.

Steve Booher, and Mark and Sherry Codner applied for associate memberships. Booher is a past president of the OPA and served as publisher of the Cherokee Messenger & Republican until retiring in January 2014. Mark and Sherry Codner were part owners of The Madill Record until selling the publication in December 2015. Board members approved associate memberships for Mark and Sherry Codner, and Steve Booher.

Applying for a sustaining membership was Cribb, Greene & Cope, a newspaper brokerage firm. Randy Cope, the company's regional representative, submitted the application. The board approved the sustaining membership of Cribb, Greene & Cope.

Board members were asked if Board Policy 12.2.2 for Sustaining Member Publications applies to previously published OPA member newspapers that have ceased publication. The policy states that a newspaper must have published at least monthly during the 24-month period prior to the date of application. Following discussion, the board agreed to make no changes to the policy.

## ACTIVITY REPORTS

The Education Committee discussed two possible advertising speakers for concurrent staff sessions during the June 10-11 OPA Convention, said Strain. The committee also discussed possible speakers and panelists for the news/editorial staff concurrent sessions.

The annual convention will be held at the downtown Oklahoma City Sheraton Hotel. The convention will feature education/networking sessions and social events Friday afternoon through Saturday leading up to the annual awards banquet Saturday evening where winners of the Better Newspaper Contest will be announced.

In the Government Relations Committee report, Blansett said the Legislative Summit held earlier in the day went well. Thomas discussed bills he is monitoring with all attendees during the Summit. Blansett also recognized the display of front pages of OPA's 180 business members in the fourth floor Capitol rotunda as an effective reminder to legislators of the number of newspapers.

The LSP Committee reviewed LSP's Plan A usage compared to Plan B defense costs in recent years, said Millsap. The number of Plan A requests for advice has decreased over the last seven years while the cost of Plan B defense has increased. The committee discussed how to promote the free legal advice service more frequently to LSP members instead of making any Plan changes at this time.

Due to scheduling conflicts the Marketing Committee did not meet but materials were sent to committee members for future discussion.

## OKLAHOMA PUBLISHER COVERAGE

Thomas said OPA staff analyzed the content of the Oklahoma Publisher during the 2015 calendar year to identify the areas of news coverage.

The analysis determined four main areas of coverage:

- 32% education (mostly news writing and technology columns)
- 34% OPA information and management (convention, contests, internships, president's column, etc.)
- 18% member news (newspaper ownership, staff, changes, obituaries) and
- 12% information from other organizations (awards, events, journalism schools).

Staff plans to provide more educational coverage on other topics by reducing the amount of space given to other organizations.

## MILT PHILLIP AWARD

After reviewing a list of previous Milt Phillip Award winners, Trammell asked for nominations from the board. After a vote by secret ballot, Terry Clark was announced as the winner of this year's Milt Phillips Award.

Clark is a journalism professor at the University of Central Oklahoma and director of the Oklahoma Journalism Hall of Fame. His 20 years of newspaper experience includes owning the Waurika News-Democrat and working at The Duncan Banner and as a copy editor at The Oklahoman.

## OTHER BUSINESS

- An external committee is planning an event to celebrate the 100th anniversary year of the Pulitzer Prize Awards to be held this fall in Oklahoma City.

- Minutes of the Nov. 12, 2015, OPA Board meeting were approved as presented.

- OPA and LSP financial statements and Investments, and the cash consolidated report for the period ending Dec. 31, 2015, were reviewed and acknowledged by board members.

- The number of OPA members that have paid their 2015-16 membership dues was reviewed.

## OPS BOARD MEETING

Board members reviewed the Did-Not-Run Advertising Report for October 2015 through January 2016, which showed 99 DNRs from 55 newspapers. Also reviewed was a list of 133 business member newspapers that successfully published all OPS advertising in the fourth quarter of 2015.

OPA Board Policy 2.12, Payment of Advertising, was discussed at the meeting. Serfoss asked the board to amend the policy so OPS does not mail checks to papers for payment it has not yet received from the vendor. Thomas said checks could be written twice per month to deliver payment to newspapers as soon as possible after payment is received. The motion passed unanimously.

Minutes of the Nov. 12, 2015, meeting were approved at the meeting and OPS financial statements for the period ending Dec. 31, 2015, were reviewed and acknowledged.

## You've Got Questions!

- Can I photograph minors without consent?
- Can police deny access to records by issuing a press release?
- Should I alter my archives when a person demands it?
- Can I report inaccurate testimony given in open court?
- What are the laws about liquor advertising?

These are questions answered by the attorneys for the OPA Legal Services Plan members in recent months. Newspapers always need timely legal advice on issues related to newspaper publishing.

## You should join OPA'S LEGAL SERVICES PLAN!

See [www.OkPress.com/LSP](http://www.OkPress.com/LSP) or contact Lisa Sutliff at (405) 499-0026 or toll-free in Oklahoma 1-888-815-2672



# Tips for installing Adobe Creative Cloud for the first time



## Computer Notes

from the road

by Wilma (Melot) Newby  
wnewby@okpress.com

Many newspapers are acquiring at least one copy of Adobe's Creative Cloud software. With that in mind, I thought some install tips were in order.

To start, each program in the suite of programs can be installed on two computers, which provides some flexibility for small newspapers. For the large papers, corporate deals are available.

The problem is that many small offices have three work stations, which leaves one person without the new software. InCopy can help with this problem. The new Creative Cloud opens older Creative Suite files. This means a reporter can use the older InDesign copies and send the file to those using the Creative Cloud InDesign program. InCopy will even open PageMaker files from the "file open" command. Just make sure to tell it to open "All Documents" if you're trying to open a PageMaker file.

While many of you may be reluctant to pay a monthly fee for the Creative Cloud, it's important to keep your software up to date. If you don't, you may be unable to upgrade to newer computers. Also, there may be files sent to you that you're unable to work with because of your older software. And, finally, it's very hard to find new, unused copies of Creative Suite for sale – even on places like eBay.

If you're using older software, you've probably had to create elaborate and time consuming work-arounds just to get your newspaper out. Because of this, some publishers are taking the leap and leasing their software.

The Creative Cloud software has already had several incarnations. Since the first version came out in 2012, it has overcome many hiccups.

If you're downloading Creative Cloud for the first time on a work computer and the laptop you use in

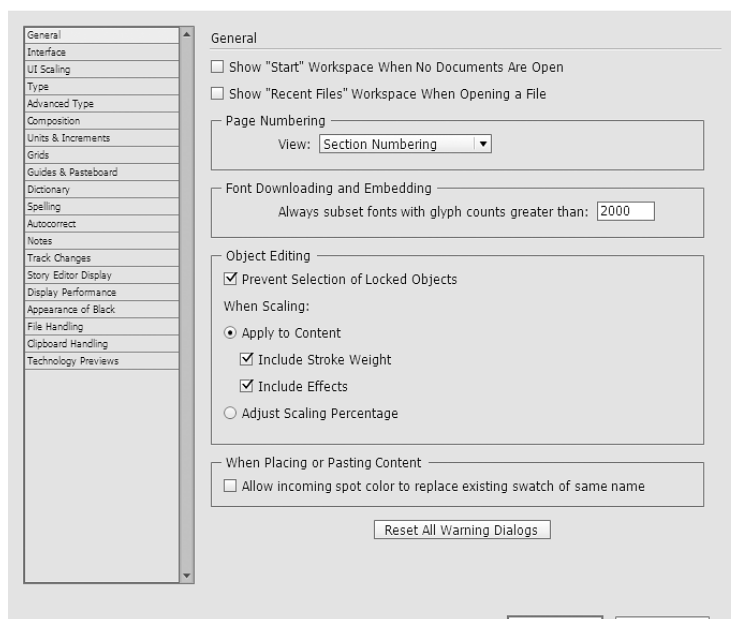
the field, there are a few things you need to know.

Naturally, you need an Adobe login. An account must be created when you purchase the programs with MasterCard, Visa, American Express or PayPal. Make sure to create a secure password, but one that's easy for you to remember. Never save your password in the auto save of your browser. Write it down in a password book.

The first thing you notice with the new version is a black start screen that prevents you from working the way you normally do. It comes complete with video links and ads for Adobe's other products. I'm going to tell you how to make that stop.

Go to **PREFERENCES** (under the Edit menu on a PC and under the InDesign menu on a Mac). Under the **GENERAL** tab look for the line that says **Show 'Start' Workspace When No Documents Are Open**. Uncheck that line and it will be a lot more like the version you're used to using.

While you're at **PREFERENCES**, let's do some other things. Click the **TYPE** button on the left and uncheck the line that says **Type Tool Converts Frames to Text Frames**. That helps when you're trying to build ads and pull quotes.



You can also control how the documents opens in this box. Look at the line that says **Open Documents in Tabs** and uncheck it if you're not used to working with a tab format. You'll also find the default for how the tools appear in this window.

This is a personal preference but I find looking at a black screen all day depressing. To change it, click the **INTERFACE** tab button on the left and

change the color theme from **Dark** to something like **Medium Light**.

Let's move on to the **Units & Increments** tab. This menu allows you to set your ruler setting in either inches or picas. It's also where you can change the default under **Kerning/Tracking**.

Moving on to the **Spelling** tab, check the box for **Enable Dynamic Spelling**.

You may be interested in the **File Handling** tab, which gives you control over saved versions. The **Technology Previews** tab lets you turn off the **Publish Online (preview)** if you're not going to put the paper online.

You can change the settings on the **Display Performance** tab if you have a computer with lots of RAM (4 GB or more). Turn the **View Settings** to **High Quality** in both places.

Now for a few more preferences. Go to **Workspace** and pull over to **Advanced**. Now you can open the following palettes on your screen:

- Open **Text Wrap** if it's not already on your screen.
- Open **Object & Layout > Align**
- Open **Output > Separations Preview**
- Open **Info**

Now drag the palettes around until you find what works for you. Note that double clicking on the top palette in the list opens that palette so you don't have to pop it out each time even though it takes more space.

Once you have your desktop arranged to your satisfaction, go to **Window > Workspace > New Workspace** and give it your name. All of the previous information on workspaces can be done in older versions of InDesign as well.

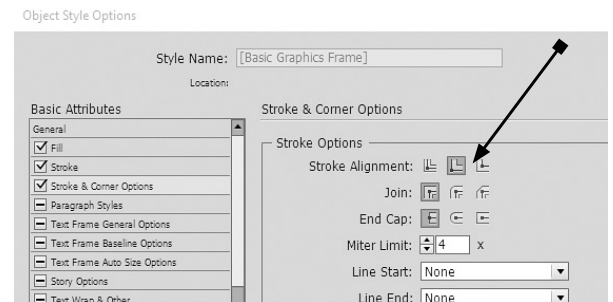
If you're working on a computer without much RAM, make sure to close all the windows that are asking if you want to go to another program, or upload to something else, are closed. (e.g. Bridge and Adobe Cloud).

With no windows open (but with InDesign open) click the **Text** tool and change to the Font that will be used by default each time a new text block is created.

Now choose the **Object Styles** palette at the right and double click the **Object Style Options** line. In the box that

comes up choose **Stroke** and **Corner Options** as well as the second option under **Stroke Alignment**. This makes the stroke of any box that is drawn or applied to a photo go to the inside of the frame.

If your newspaper has existing templates the stroke and default typeface will have to be changed



on each of them to make this work properly.

When exporting your first PDF make sure the default setting is set to **Print**, not interactive, or your final PDFs won't print properly.

Now you're set. Do a similar run of the preferences in Photoshop and don't forget to set the color setting for CMYK conversions to newsprint.

## LOOKING FOR A PRINTER

With old printers breaking down and parts being hard to find, several publishers are in the market for a new one.

Some offices have leased a copier/printer but if you want to own one, read on.

If you don't need a printer with an 11x17 tray, there are several options. Look closely at the prices of the consumables when looking at the cost of the actual printer.

Brother, Canon and HP seem to be the leaders in the low end market. You're going to want a black-and-white laser printer with a fairly large toner cartridge.

Ones in the price range of \$120 to \$250 seem to be of a quality that will last several years.

Most of the printers come with wifi, which is convenient for printing from phones. Also look for an all-in-one printer that includes fax capabilities.

I often use this website to compare printer models: [www.printer-showcase.com/](http://www.printer-showcase.com/)

OPA Computer Consultant Wilma Newby's column is brought to you by the Oklahoma Advertising Network (OAN). For more information on the OAN program, contact Oklahoma Press Service at (405) 499-0020.

# Advice for a successful newspaper

BY ED HENNINGER

Some time back, I was asked to give a quick after-lunch talk to a group of publishers at a statewide newspaper convention.

It was short notice. I only had a half-hour to put together some thoughts. I decided I'd seize the opportunity and give them my "Top Ten" list of ideas for community newspapers.

Here they are:

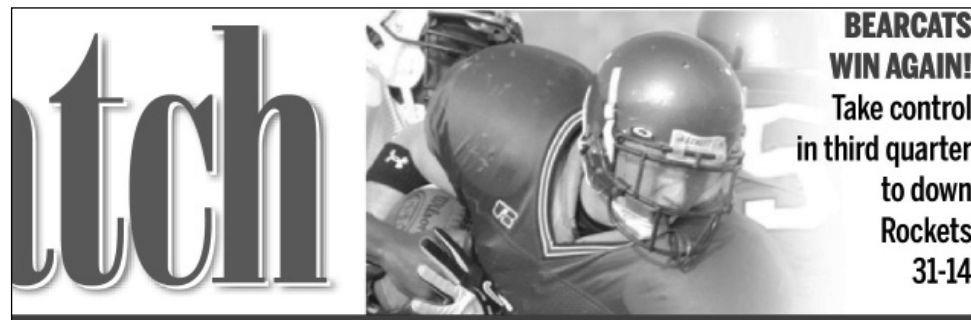
**1. PRINT IS NOT DEAD.** More new community newspapers are starting up. Advertisers believe in the value of print. Readers still want print. So, please, let's stop with the "newspapers are dying" garbage! It's just not true.

**2. LOCAL, LOCAL, LOCAL.** We all know the mantra. Metro and regional newspapers have tried time and again to go "local." They can't. They don't have (or won't commit to) the resources it takes – in people, energy and time – to do community journalism. But we can. And we prove that in every issue. We are focused on local people, places and events. It's what we do...and we do it very well.

**3. SPORTS IS BIG.** We struggle to attract younger readers. To my mind, the answer here is simple – and most of you are already doing a good job with it: Sports. Your sports coverage is about kids. It's about them, their friends, their classmates. Boost your sports coverage and you'll boost your number of younger readers. Yes, there are other events, like scouting, classroom achievement, choir, band and the like. But sports is big. Give it big coverage.

**4. IT'S OK TO BE A BOOSTER.** Nothing disappoints me (and readers, too, I think) more than to see a newspaper in a town where a team has just won a district or state championship and the story and photos are...splashed all over the sports front. It's disappointing because those stories and those photos should be on the front page. Most of your readers will be happy to see a page 1 poster of the winning basket or the winning touchdown. Sports is about striving and achievement and dedication and teamwork. What's wrong with celebrating those qualities. And, yes, on your front page when the achievement is big.

**5. BUILD REVENUE.** The metros think they have the answer to satisfying their corporate owners and stockholders: cut costs. They're into hubs and outsourcing and layoffs. At community newspapers, we're already thin. But we're also aggressive when it comes to generating



new revenue. Let's keep searching for new approaches, like selling ad position and selling our photos online and creating more options for advertisers. This takes some rethinking on our part but that's what got us here.

**6. INVEST IN YOUR PEOPLE.** If your editor and/or writers need some training, look for ways to get that for them. Your state press association is always a good resource. If you've just invested in some new software, give those who will use it some training so they can make the best use of it. If your ad staff has won some awards in the annual press association contest, reward them by sending them to the state convention so they'll know how much you appreciate their work.

**7. INVEST IN YOUR PRODUCT.** You don't need to be the first to buy that new Mac, but don't be the last. You don't need to be the first to upgrade your system software, but keep it at least reasonably up to date. Your newspaper is your business. It's just sound business practice to make sure you have the tools you need to get the job done.

**8. DESIGN MATTERS.** What's the first thing your readers and advertisers see when they look at your newspaper? Right: its design. If your design is outdated, if your text makes your paper difficult to read, if your content placement is inconsistent...your newspaper is less than it can be. And readers and advertisers will find it wanting. Some may choose not to read, some may choose not to advertise...until you fix those problems.

**9. BE THE BEST** at who you are. You're not a metro or a regional newspaper. Most of you don't carry wire, but you do carry those obits and events listings and city and county council meetings that are important to your readers. Most get only limited national advertising, but you are the only source of advertising for that shoe shop down the street. Don't try to be what you're not – but do everything you can to be the best at what you do. Your newspaper is part of the lifeblood of your community. Keeping that in mind will drive you to do your best.

**10. REMEMBER** who the boss is. Sorry...you may be the publisher, but you're not in charge here. Your readers and advertisers are the real boss. It's your obligation as a publisher to bring them your best—in every issue. You're the chief support person for your folks who do the writing, editing, designing and selling of your product. You're all working toward giving readers and advertisers a newspaper they're proud to call "my paper." It is theirs, you know...they're only letting you run it for them while they go about the important business of living their lives and contributing to the success and welfare of your community.

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# OKLAHOMA NATURAL GAS CONTEST WINNERS

## CONGRATULATIONS TO THE JANUARY 2016 WINNERS

January Column: **TRACIE MACY**, *The Hennessey Clipper*

January Editorial: **BRIAN BLANSETT**, *Tri-County Herald*



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### JANUARY 2016 EDITORIAL WINNER

**BRIAN BLANSETT**, *Tri-County Herald*

## Tough times, hard answers

We hear talk from the state Capitol about finding ways to supplement the state budget, which, as we all know, is in free fall.

One of the things under discussion is elimination of state sales tax exemptions, which some estimates say could add \$1.5 billion to the state budget.

On the face of it, that sounds like a common sense approach and you might even wonder why the Legislature hasn't thought of it before. \$1.5 billion could do wonders for the state budget.

But peek under the covers and you see that some of those sales tax exemptions are for tickets to athletic events, for advertising and for purchases made by state agencies, including the Oklahoma House of Representatives and Senate.

So, if we eliminate all exemptions, you'll pay a sales tax if you buy admission to watch the North Rock Creek girls softball team play the Meeker eighth-graders, or to watch Dale and McLoud play basketball. Presumably, you'll also pay sales tax if you buy popcorn and a drink at the game. And you'll pay sales tax if your business buys an ad in the high school yearbook. Or if you list a garage sale in the Tri-County Herald.

And, lastly, the government itself would start paying sales taxes on the things it buys.

None of these make much sense. Hardly any, really. They're examples of the governor and legislators trying to avoid the hard work of reforming state government and the way we fund it.

And it's worth remembering that we're talking estimates – not the reality of what would actually happen.

Remember how the state lottery was supposed to be a financial godsend?

Instead of trying to fix the state budget by nickel-and-diming us on softball tickets and garage sale ads, we need our leaders to show some courage and fix the real problem.

Eliminating some sales tax exemptions might be part of the solution, but it's not the whole answer.

The plain truth is that government costs a lot. Repairing roads, educating children, enforcing laws, building bridges, keeping criminals off the street – they're expensive, but necessary.

The problem is that we're doing it with a model that worked in 1907, when Oklahoma became a state, but grew obsolete decades ago.

There are real, workable answers out there to our problems, but our leaders have to be courageous enough to look for them in the right places.

Can we govern more efficiently and effectively through consolidation? Undoubtedly, but that would mean combining and merging school districts and municipalities, which would come with high political risk.

Do we really need all the government services that we're getting? Probably not, but eliminating some of them would mean going mano-a-mano with special interest groups and lobbies.

Those are daunting challenges, but our leaders owe it to the state – to us – to tackle them.

## *Enter and Win a \$100 Check from Oklahoma Natural Gas!*

*The January Oklahoma Natural Gas Column and Editorial Contest was judged by a member of the Oklahoma Journalism Hall of Fame.*

1. Each month, send a tear sheet or photocopy of your best column and/or editorial to Oklahoma Natural Gas Contest, c/o OPA, 3601 N. Lincoln Blvd., Oklahoma City, OK 73105-5499.
2. Include the author's name, name of publication, date of publication and category entered (column or editorial).
3. Only ONE editorial and/or ONE column per writer per month will be accepted.
4. All entries for the previous month must be at the OPA office by the 15th of the current month.
5. Winning entries will be reproduced on the OPA website at [www.OkPress.com](http://www.OkPress.com).

Entries must have been previously published in print. Contest open to all OPA member newspapers.

Although Oklahoma Natural Gas Company selects representative contest winners' work for use in this monthly ad, the views expressed in winning columns and editorials are those of the writers and don't necessarily reflect the Company's opinions.



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